



Mark Young
New York Metro

March 6, 1998

To: George Moulton (All other Managers as information)
Art Groll
Jim Mallardi
Diane Reuter

Subject: Salem Cigar Questions and Answers

Dear Managers,

After our Salem Cigar meeting last week, I sent a letter to the Salem group with several questions that came up as we went through the fact book. Here's the questions and answers:

- ☐ What sell sheet do we (NYM) want to use: The e-mailed sell sheets that were in the new item presentation from our meeting last week can be used and personalized for each direct account and printed in color. Winston-Salem will also send us 200 color sales brochures that can be used by the jobber salesmen or by RJR prebooking or working the Levinson Trade Show. These will be available in approximately 2 weeks.
- ☐ Cigar Samples, when will they be available: Two full cases will be shipped to the ROU the first possible availability date around April 1. For the Levinson Trade Show and possibly the New World Merchandising shows, we will be sent 2 cigar boxes containing 12 live cigars per box for display and presentation purposes. Also 2 counter displays loaded with "Dummy" cigars will also be shipped. They will come to the ROU at the end of next week (approx. March 13).
- ☐ Shelf Life and Return Policy: The Salem Cigars have no specified shelf life. The return policy allows for full boxes or single cigars to be returned if damaged utilizing our current returns good form (list product on the misc/blank lines with necessary information).
- ☐ Once the initial case quantify is ordered, how long will it take to get more product made? It will take 8 to 12 weeks to manufacture and deliver additional product. As you can see, it's important that we do not overload any direct account with product small quantify upfront, and

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reorder as needed vs. send it all in. This way we can truly monitor movement and determine if this is a product that we want to make available on an on-going basis.

- ☐ *How will we report the Salem Cigars in the Computer: Salem Cigars will be added to the distribution table.*
- ☐ *How will we pay the direct account for the \$7 or \$1 cigar DPC program: A \$1.00 per Unit payment will be added to the laptop.*
- ☐ *As an additional note after the Salem group reviewed our target list of retailer: they mentioned that their primary target is the neighborhood stores located in the young-adult overdeveloped Newport areas. We will build these areas (primarily green zone areas) into our plan along with our identified targets. These green zones will be a harder sell due to the nature of these typical "Philly Blunt \$.50 a Cigar" customers.*

If you have any additional questions, give me a call.

Sincerely,

Mark Young

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